



Public Affairs-Announcement Day

- **What to expect**
 - **SECDEF/JCS/Service Secretaries/Service Chiefs/USD (AT&L) Fri AM Press Conference**
 - **Upon completion:**
 - **OSD launches updated website**
 - **Will include the 2005 Department of Defense Base Realignment and Closure Report (all volumes)**
 - **OSD launches Blue Topper w/list of closure & realignments**
 - **Navy.mil links to DoD BRAC site**
 - **Navy NewsStand links to Blue Topper**
 - **Rhumb Lines**



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- **Local Commands can expect immediate media interest**
 - CO's/PAO's should be prepared to respond to media queries
 - Local commands are NOT to release locally-prepared press releases addressing whether or not your installation was affected--Engage
 - OSD/CHINFO have provided guidance for this purpose
 - For questions outside the guidance, forward to CHINFO, as appropriate
 - Do not answer questions that would require you to speculate or provide personal opinion



Talking Points/Messages

- **We support the DoD recommendations and believe that they will advance transformation, combat effectiveness and good use of the taxpayer's dollar.**
- **The BRAC recommendations were designed to be fair and objective. Governed by law, with checks and balances at every level, primary consideration was given to military value and recommendations were based on certified data and a look at what the force structure would be in 20 years**
- **These recommendations will place the right capabilities in the right places, match facilities to forces and allow us to invest resources where they are most needed. What doesn't match, we cannot afford to keep.**
- **The overall impact to Department of Navy– XXX Major Base Closures, XXX small facility closures and XXX major realignments. The Navy's BRAC impact will save the nation more than one point five billion dollars a year once fully implemented.**



Public Affairs Resources

- **OSD Public Affairs Guidance, released 2 May**
- **CHINFO Supplemental Guidance, 13 May**
 - Timing
- **Defenselink (www.defenselink.mil/brac)**
 - Updated site to launch following announcement
 - Links will include FAQ's, BRAC Report
- **Navy.mil website**
- **Rhumb Lines**



Public Affairs Resources

Your number one resource is your PAO

- **If in doubt, don't hesitate to contact CHINFO directly:**
 - **(703) 697-5342**
 - **Duty phone: (703) 304-2761**